18 July 1967

To: All station heads
From: Paul McAuliffe
Re: Summer sales

RECEIVED AUG 3 1967

The purpose of this letter is twofold: to give you an indication of how summer sales have progressed to date and to request some important information. The IGS data has proven extremely valuable so far, for most agencies seem to be entranced with numbers of any sort, no matter what they signify. The figures on media exposure, preference for campus station, and student financial resources are particularly impressive; they have helped to arouse the interest of a number of new advertisers, as the following summary will show:

CONTRACTS SIGNED:

1. NEWSWEEK - renewed on the same basis as last year for all stations except Union
2. COKE - renewed for the same schedule as in the past; the agency recommended that the affiliates be included in the package, but the company did not wish to expand its current Ivy budget by so much. The eight member stations will be receiving $2.10(net)per spot (vs $1.80 in the past) because Coke is no longer eligible for the group discount.

PROBABLE NEW CONTRACTS:

3. GABLINGER - interetsed in promoting their "dietetic" beer on campus. If the contract goes through, they will expect each station to engage in some merchandising work in local stores and the standard on-campus promotion (posters, etc.)
4. NODOZ - propose to run a test schedule in the fall, with before and after surveys measuring student opinion towards the use of their product. Renewal for a longer contract will depend upon the results of this study
5. WESTERN ELECTRIC - very interested in a news package: one ten-minute newscast per night, Mon-Fri, between 6PM and midnight. It is important that you notify us no later than August 1 if your station does not already or cannot in the future schedule such a newscast. Since this package would net each station approx. $1000 , I think you will find it to your advantage to program this newscast. Programs will be of local origin.
6. AMERICAN AIRLINES - interested in promoting the sale of Youth Fare cards on campus through a spot campaign coordinated with station-supervised contest and distribution of the cards. Details on the latter are still nebulous, although AA has assured us that it will buy a substantial package if it expects a comprehensive and involved outside promotional effort.
7. COLT 45 - definitely interested in a 10 spot/week package, beginning in Sept if the 67 budget allows, in January otherwise

To: All Association members
From: Paul McAuliffe
Re: Summer sales

The purpose of this letter is to keep students, the association of how summer sales have progressed so far, for most agencies seem to be running about the same as any rate, no matter what they claim. The figures on media exposure, preference for campus station, and student financial resources are particularly impressive. They have helped to crystallize the interest of a number of new advertisers, as the following summary will show:

CONTRACTS SIGNED:

1. NEWSWEEK - renewed on the same basis as last year for all stations except Uptown.
2. COKE - renewed for the same schedule as last year. The agency recommended that the affiliates be included in the package but the company did not wish to expand its current Ivy budget by so much. The eight member stations will be receiving $2,10 (net) per spot (vs $1.50 in the past) because Coke is no longer eligible for the group discount.

PROBABLE NEW CONTRACTS:

3. GARLINGER - interested in promoting their "Celestial" beer on campus. If the contract goes through, they will approach each station to engage in some merchandising (posters, new local stores and the standard on-campus promotion) on Thursday, etc.
4. MODCO - proposes to run a test campaign. The test will consist of before and after surveys measuring student opinion towards the use of their product. Renewal for a longer contract will depend upon the results of this study.
5. WESTERN ELECTRIC - very interested in a ten-minute newscast per night, Monday through Friday, between 11 and midnight. It is important that you notify us no later than August 1 if your station does not already or cannot in the future schedule such a newscast.
6. AMERICAN AIRLINES - interested in a 10 spot week package with station-supervised contests. Time is of the essence, however, since we would not seek station approval until we have firmed it to your advantage. Time is also of the essence because we would be original sponsor.
7. COLT 45 - definitely interested in a 10 spot week package with station-supervised contests. Time is of the essence, however, since we would not seek station approval until we have firmed it to your advantage. Time is also of the essence because we would be original sponsor.

Details on the latter are sketchy, although AA has assured us that it will buy a substantial number of spots if it expects a comprehensive and intensive summer and autumn effort. We will be in detail of series of events.

Summer Address:
Hot Bar Fish Street
New York, N.Y. 10024

8. MOTOROLA - propose one(possibly 2) ten minute show(s) per week as a supplement to their current college newspaper campaign designed to convince college students how cool the business world is. The shows would be prepared by Motorola, and would comprise of Robert Galvan presenting his replies to letters received from college students. The scheduling of the show is left to the disgression of the stations, the only stipulation being that it be after 6PM. As this would minimise the possibility of its interfering with other scheduled programming, there would be no great hardships involved in carrying this program. Please notify us, again no later than August 1st, if it will not be possible for your station to be included in this package.
9. MITRE CORP - recruitment campaign on those campuses with some form of engineering curricula. Small- scale

With the exception of Gablinger(which is not marketed in Pa.), Miter corp, and Colt 45(wanting only R&R Stations) all these contracts are currently being discussed for all 14 stations

OTHER POSSIBILITIES:
10. BAN - possibly some test marketing based upon the IGS data
11. SCHLITZ, SCHAEFFER, MICHELOB - currently examining proposals with some degree of interest
12. SEVEN-UP - NY office was interested, but the head office in Chicago must be seen if there is to be any fruitful action.

MISCALLANEOUS:
The SHELL renewal is doubtful. CANADA DRY (mixer products) is considering a schedule in Spring, 68. A number of people are definitely not interested in college radio, particularly all the toiletry, shaving accessory, and male cosmetic manufacturers.
Potential advertisers still to be seen include United Airlines, Suzuki and Harley-Davidson Motorcycles, Compoz, an assortment of automobile manufacturers, and Waterman-Bic.

It is important that you get the information requested to us asap (a better response than was forthcoming on the renewal reports would be appreciated). Also, any suggestions you might have as to other advertisers that we might approach or news on any contacts personnel at your station might have made would be appreciated. It will probably be about three weeks before we receive any definite response on the contracts pending; we'll report on developments as soon as possible.

I hope that you are having an enjoyable summer, and that the next time I write it will be re details of several new contracts.

Paul McAuliffe

Summer Address:
401 East 86th Street
New York, N.Y. 10028

And it's all true!!
I may be in BOSTON THIS WEEKEND; if so, I'll give you a call

Paul

8. MOTOROLA - propose one(possibly 2) ten minute show(s) per week as a supplement to their current college newspaper campaign designed to convince college students how cool the business world is. The shows would be produced by Motorola and would comprise of Robert Galvin presenting the "top" ideas to letters received from college students. The schedule of the show is left to the discretion of the stations, the only stipulation being that it be after 6PM. As this would minimize the possibility of its interfering with other scheduled programming, there would be no great hardships involved in carrying this program. Please notify us, again no later than August 1st, if it will not be possible for your station to be included in this package.

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MORE MISCELLANEOUS:

The SHELL renewal is doubtful. CANADA DRY (mixer products) is considering a schedule in Spring, 68. A number of people are definitely not interested in college radio, particularly all the toiletry, shaving accessory, and male cosmetic manufacturers.

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